

# 1999 Cumulative Index and Author Index

Volume 42, Numbers 1-6

## ARTICLES

### Accounting

Karen S. Cravens and Chris Guilding, "Strategic Brand Valuation: A Cross-Functional Perspective," Jul-Aug: 53-62.

Edward V. McIntyre, "Accounting Choices and EVA," Jan-Feb: 66-72.

Pekin Ogan and Les Heitger, "Alphabet Soup: Good for You or an Indigestible Stew?" Mar-Apr: 61-68.

### Business Law

Michael T. Zugelder, Steven D. Maurer, and Paul Champagne, "Dangerous Directives? Liability and the Unstable Worker," Jan-Feb: 45-54.

### Business and Society

Lisa A. Burke and Jo Ellen Moore, "Contemporary Satire of Corporate Managers: Time to Cut the Boss Some Slack?" Jul-Aug: 63-67.

Thomas A. Hemphill, "Corporate Governance, Strategic Philanthropy, and Public Policy," May-June: 57-62.

### Communication

Lyle Sussman, "How to Frame a Message: The Art of Persuasion and Negotiation," Jul-Aug: 2-6.

### Corporate Governance

Conrad S. Ciccotello and C. Terry Grant, "Corporate Governance and Shareholder Patience," Nov-Dec: 29-36.

### Executive Briefing

Catherine M. Daily and Dan R. Dalton, "Corporate Governance Digest," May-June: 2-4.

Paul E. Dascher and William G. Jens, Jr., "Family Business Succession Planning," Sep-Oct: 2-4.

Carl Pacini, William Hillison, and David Sinason, "Is the Litigation Storm Ending for the Embattled Accounting Profession?" Mar-Apr: 3-7.

### Finance

Conrad S. Ciccotello and C. Terry Grant, "LLCs and LLPs: Organizing to Deliver Professional Services," Mar-Apr: 85-91.

David R. Rink, Dianne M. Roden, and Harold W. Fox, "Financial Management and Planning with the Product Life Cycle Concept," Sep-Oct: 65-72.

### Human Resource Management

Thomas S. Bateman and J. Michael Crant, "Proactive Behavior: Meaning, Impact, Recommendations," May-June: 63-70.

Julian Birkinshaw, "Acquiring Intellect: Managing the Integration of Knowledge-Intensive Acquisitions," May-June: 33-40.

Robert Ford and John Newstrom, "Dues-Paying: Managing the Costs of Recognition," Jul-Aug: 14-20.

Martin J. Gannon, Patrick C. Flood, and Jaap Paauwe, "Managing Human Resources in the Third Era: Economic Perspectives," May-June: 41-47.

# 1999 Cumulative Index and Author Index

Volume 42, Numbers 1-6

## ARTICLES

### Accounting

Karen S. Cravens and Chris Guilding, "Strategic Brand Valuation: A Cross-Functional Perspective," Jul-Aug: 53-62.

Edward V. McIntyre, "Accounting Choices and EVA," Jan-Feb: 66-72.

Pekin Ogan and Les Heitger, "Alphabet Soup: Good for You or an Indigestible Stew?" Mar-Apr: 61-68.

### Business Law

Michael T. Zugelder, Steven D. Maurer, and Paul Champagne, "Dangerous Directives? Liability and the Unstable Worker," Jan-Feb: 45-54.

### Business and Society

Lisa A. Burke and Jo Ellen Moore, "Contemporary Satire of Corporate Managers: Time to Cut the Boss Some Slack?" Jul-Aug: 63-67.

Thomas A. Hemphill, "Corporate Governance, Strategic Philanthropy, and Public Policy," May-June: 57-62.

### Communication

Lyle Sussman, "How to Frame a Message: The Art of Persuasion and Negotiation," Jul-Aug: 2-6.

### Corporate Governance

Conrad S. Ciccotello and C. Terry Grant, "Corporate Governance and Shareholder Patience," Nov-Dec: 29-36.

### Executive Briefing

Catherine M. Daily and Dan R. Dalton, "Corporate Governance Digest," May-June: 2-4.

Paul E. Dascher and William G. Jens, Jr., "Family Business Succession Planning," Sep-Oct: 2-4.

Carl Pacini, William Hillison, and David Sinason, "Is the Litigation Storm Ending for the Embattled Accounting Profession?" Mar-Apr: 3-7.

### Finance

Conrad S. Ciccotello and C. Terry Grant, "LLCs and LLPs: Organizing to Deliver Professional Services," Mar-Apr: 85-91.

David R. Rink, Dianne M. Roden, and Harold W. Fox, "Financial Management and Planning with the Product Life Cycle Concept," Sep-Oct: 65-72.

### Human Resource Management

Thomas S. Bateman and J. Michael Crant, "Proactive Behavior: Meaning, Impact, Recommendations," May-June: 63-70.

Julian Birkinshaw, "Acquiring Intellect: Managing the Integration of Knowledge-Intensive Acquisitions," May-June: 33-40.

Robert Ford and John Newstrom, "Dues-Paying: Managing the Costs of Recognition," Jul-Aug: 14-20.

Martin J. Gannon, Patrick C. Flood, and Jaap Paauwe, "Managing Human Resources in the Third Era: Economic Perspectives," May-June: 41-47.

R. Bruce McAfee, Diana L. Deadrick, and Scott W. Kezman, "Workplace Harassment: Employees vs. Customers," Mar-Apr: 79-84.

## Information Technology

Carolyn R. Harris and David R. McMillan, "Y2K: The Impact on Small Businesses," May-June: 77-82.

Bruce Johnson, Walter W. Woolfolk, and Peter Ligezinski, "Counterintuitive Management of Information Technology," Mar-Apr: 29-36.

## International Business

György Bögel and Anna Salamonné Huszty, "Transition to Market Economy as Inflection Point: Can Strategy Help?" Jul-Aug: 7-13.

Lance Eliot Brouthers, John P. McCray, and Timothy J. Wilkinson, "Maquiladoras: Entrepreneurial Experimentation to Global Competitiveness," Mar-Apr: 37-44.

Ricky Y.K. Chan, "At the Crossroads of Distribution Reform: China's Recent Ban on Direct Selling," Sep-Oct: 41-46.

Thomas Choi, "Reverse Marketing in Asia: A Korean Experience," Sep-Oct: 34-40.

Carl F. Fey, Claes Nordahl, and Heike Zätterström, "Organizational Culture in Russia: The Secret to Success," Nov-Dec: 47-55.

Balázs Hámori, "Dog Strategies in the Transition Economies," Sep-Oct: 47-54.

Nakato Hirakubo, "The End of Lifetime Employment in Japan," Nov-Dec: 41-46.

Jenny S.Y. Lee, "Organizational Learning in China," Jan-Feb: 37-44.

Zhan G. Li and Diana E. Eadington, "Marketing Agricultural Products to China," Mar-Apr: 45-51.

Christopher B. Meek, "Ganbatte: Understanding the Japanese Employee," Jan-Feb: 27-36.

## Leadership

Randal Ford, "HH&A: How Leaders Learn From Failure," Sep-Oct: 17-22.

## Marketing

Rolph E. Anderson, Alan J. Dubinsky, and Rajiv Mehta, "Sales Managers: Marketing's Best Example of the Peter Principle?" Jan-Feb: 19-26.

Barry Berman, "Planning for the Inevitable Product Recall," Mar-Apr: 69-78.

John T. Mentzer, Carol C. Bienstock, and Kenneth B. Kahn, "Benchmarking Sales Forecasting Management," May-June: 48-56.

Matthew B. Myers and David A. Griffith, "Strategies for Combating Gray Market Activity," Nov-Dec: 2-8.

Earl Naumann and Donald W. Jackson, Jr., "One More Time: How Do You Satisfy Customers?" May-June: 71-76.

Leyland Pitt, Pierre Berthon, and Jean-Paul Berthon, "Changing Channels: The Impact of the Internet on Distribution Strategy," Mar-Apr: 19-28.

Leyland Pitt, Pierre Berthon, and Richard T. Watson, "Cyberservice: Taming Service Marketing Problems with the World Wide Web," Jan-Feb: 11-18.

Robert E. Weigand, "Yield Management: Filling Buckets, Papering the House," Sep-Oct: 55-64.

Ricky Wilke and Judith Lynne Zaichkowsky, "Brand Imitation and Its Effects on Innovation, Competition, and Brand Equity," Nov-Dec: 9-18.

## On The Horizon

Janis R. Evink and Henry H. Beam, "Just What Is an Ideation Group?" Jan-Feb: 73-78.

Peter Meyer, "The Opportunity Database: Funding New Markets from Existing Businesses," Nov-Dec: 37-40.

## Operations Management

Donald Gerwin, "Team Empowerment in New Product Development," Jul-Aug: 29-36.

Woodruff Imberman, "The American Quest for Quality," Sep-Oct: 11-16.

Charles L. Munson, Meir J. Rosenblatt, and Zehava Rosenblatt, "The Use and Abuse of Power in Supply Chains," Jan-Feb: 55-65.

Rajesh Nellore, Klas Söderquist, Gary Siddall, and Jaideep Motwani, "Specifications—Do We Really Understand What They Mean?" Nov-Dec: 63-69.

## Profiles in Executive Education

Harper W. Moulton, "Arthur Yeung," Sep-Oct: 83-85.

## Strategic Management

Ron Ashkenas, "Creating the Boundaryless Organization," Sep-Oct: 5-10.

William Beaver, "Is the Stakeholder Model Dead?" Mar-Apr: 8-12.

Tim R.V. Davis, "Different Service Firms, Different Core Competencies," Sep-Oct: 23-33.

Mary M.K. Fleming, "When Customer Service Goes Bad...," Jul-Aug: 43-52.

Nathan A. Forney, "Rommel in the Boardroom," Jul-Aug: 37-42.

Eliezer Geisler, "Harnessing the Value of Experience in the Knowledge-Driven Firm," May-June: 18-26.

David A. Griffith and Jonathan W. Palmer, "Leveraging the Web for Corporate Success," Jan-Feb: 3-10.

H. Donald Hopkins, "Using History for Strategic Problem-Solving: The Harley-Davidson Effect," Mar-Apr: 52-60.

C. Bruce Kavan, Carol Stoak Saunders, and Reed E. Nelson, "virtual@virtual.org," Sep-Oct: 73-82.

Arnold Kransdorff and Russell Williams, "Swing Doors and Musical Chairs," May-June: 27-32.

Christopher McDermott and Kenneth K. Boyer, "Strategic Consensus: Marching to the Beat of a Different Drummer?" Jul-Aug: 21-28.

Danny Miller and John O. Whitney, "Beyond Strategy: Configuration as a Pillar of Competitive Advantage," May-June: 5-17.

Charles H. Noble, "Building the Strategy Implementation Network," Nov-Dec: 19-28.

Jack L. Simonetti, Sonny Ariss, and Joan Martinez, "Through the Top with Mentoring," Nov-Dec: 56-62.

William B. Werther, Jr., "Structure-Driven Strategy and Virtual Organization Design," Mar-Apr: 13-18.

## FOCUS ON BOOKS

*aol.com: How Steve Case Beat Bill Gates, Nailed the Netheads, and Made Millions in the War for the Web*, by Kara Swisher. Reviewed by Robert D. Gulbro, Jan-Feb: 80.

*Corporation Nation: How Corporations Are Taking Over Our Lives and What We Can Do About It*, by Charles Derber. Reviewed by Thomas A. Hemphill, May-June: 84-85.

*Jack Welch and the GE Way: Management Insights and Leadership Secrets of the Legendary CEO*, by Robert Slater. Reviewed by Henry Beam, May-June: 83-84.

*The Leadership Wisdom of Jesus: Practical Lessons for Today*, by Charles C. Manz. Reviewed by Charles A. Rarick, Jan-Feb: 80-81.

*Management Challenges for the 21st Century*, by Peter F. Drucker. Reviewed by Stuart Rosenberg, Sep-Oct: 86-87.

*The Microsoft File: The Secret Case Against Bill Gates*, by Wendy Goldman Rohm. Reviewed by Robert D. Gulbro, May-June: 85-86.

*The Promise and Peril of Environmental Justice*, by Christopher H. Foreman, Jr. Reviewed by Gordon K. Durnil, May-June: 86-87.

*Titan: The Life of John D. Rockefeller, Sr.*, by Ron Chernow. Reviewed by Robert D. Gulbro, Jan-Feb: 79-80.

## BOOK NOTES

Jan-Feb: 82-93.

Jul-Aug: 68-78.

Nov-Dec: 70-79.

## AUTHORS

Anderson, Ralph E., Alan J. Dubinsky, and Rajiv Mehta, "Sales Managers: Marketing's Best Example of the Peter Principle?" Jan-Feb: 19-26.

Ariss, Sonny, Jack L. Simonetti, and Joan Martinez, "Through the Top with Mentoring," Nov-Dec: 56-62.

Ashkenas, Ron, "Creating the Boundaryless Organization," Sep-Oct: 5-10.

Bateman, Thomas S., and J. Michael Crant, "Proactive Behavior: Meaning, Impact, Recommendations," May-June: 63-70.

Beam, Henry H., and Janis R. Evink, "Just What Is an Ideation Group?" (*On the Horizon*), Jan-Feb: 73-78.

Beaver, William, "Is the Stakeholder Model Dead?" Mar-Apr: 8-12.

Berman, Barry, "Planning for the Inevitable Product Recall," Mar-Apr: 69-78.

Berthon, Pierre, Leyland Pitt, and Richard T. Watson, "Cyberservice: Taming Service Marketing Problems with the World Wide Web," Jan-Feb: 11-18.

Berthon, Pierre, Leyland Pitt, and Jean-Paul Berthon, "Changing Channels: The Impact of the Internet on Distribution Strategy," Mar-Apr: 19-28.

Berthon, Jean-Paul, Leyland Pitt, and Pierre Berthon, "Changing Channels: The Impact of the Internet on Distribution Strategy," Mar-Apr: 19-28.

Bienstock, Carol C., John T. Mentzer, and Kenneth B. Kahn, "Benchmarking Sales Forecasting Management," May-June: 48-56.

Birkinshaw, Julian, "Acquiring Intellect: Managing the Integration of Knowledge-Intensive Acquisitions," May-June: 33-40.

Bögöl, György, and Anna Salamonné Huszty, "Transition to Market Economy as Inflection Point: Can Strategy Help?" Jul-Aug: 7-13.

Boyer, Kenneth K., and Christopher McDermott, "Strategic Consensus: Marching to the Beat of a Different Drummer?" Jul-Aug: 21-28.

Brouthers, Lance Eliot, John P. McCray, and Timothy J. Wilkinson, "Maquiladoras: Entrepreneurial Experimentation to Global Competitiveness," Mar-Apr: 37-44.

Burke, Lisa A., and Jo Ellen Moore, "Contemporary Satire of Corporate Managers: Time to Cut the Boss Some Slack?" Jul-Aug: 63-67.

Champagne, Paul, Michael T. Zugelder, and Steven D. Maurer, "Dangerous Directives? Liability and the Unstable Worker," Jan-Feb: 45-54.

Chan, Ricky Y.K., "At the Crossroads of Distribution Reform: China's Recent Ban on Direct Selling," Sep-Oct: 41-46.

Choi, Thomas, "Reverse Marketing in Asia: A Korean Experience," Sep-Oct: 34-40.

Ciccotello, Conrad S., and C. Terry Grant, "Corporate Governance and Shareholder Patience," Nov-Dec: 29-36.

Ciccotello, Conrad S., and C. Terry Grant, "LLCs and LLPs: Organizing to Deliver Professional Services," Mar-Apr: 85-91.

Crant, J. Michael, and Thomas S. Bateman, "Proactive Behavior: Meaning, Impact, Recommendations," May-June: 63-70.

Cravens, Karen S., and Chris Guilding, "Strategic Brand Valuation: A Cross-Functional Perspective," Jul-Aug: 53-62.

Daily, Catherine M., and Dan R. Dalton, "Corporate Governance Digest," May-June: 2-4.

Dalton, Dan R., and Catherine M. Daily, "Corporate Governance Digest," May-June: 2-4.

Dascher, Paul E., and William G. Jens, Jr., "Family Business Succession Planning," Sep-Oct: 2-4.

Davis, Tim R.V., "Different Service Firms, Different Core Competencies," Sep-Oct: 23-33.

Deadrick, Diana L., R. Bruce McAfee, and Scott W. Kezman, "Workplace Harassment: Employees vs. Customers," Mar-Apr: 79-84.

Dubinsky, Alan J., Ralph E. Anderson, and Rajiv Mehta, "Sales Managers: Marketing's Best Example of the Peter Principle?" Jan-Feb: 19-26.

Eadington, Diana E., and Zhan G. Li, "Marketing Agricultural Products to China," Mar-Apr: 45-51.

Evink, Janis R., and Henry H. Beam, "Just What Is an Ideation Group?" (*On the Horizon*), Jan-Feb: 73-78.

Fey, Carl F., Claes Nordahl, and Heike Zäitterström, "Organizational Culture in Russia: The Secret to Success," Nov-Dec: 47-55.

Fleming, Mary M.K., "When Customer Service Goes Bad...," Jul-Aug: 43-52.

Flood, Patrick C., Martin J. Gannon, and Jaap Paauwe, "Managing Human Resources in the Third Era: Economic Perspectives," May-June: 41-47.

Ford, Robert, and John Newstrom, "Dues-Paying: Managing the Costs of Recognition," Jul-Aug: 14-20.

Ford, Randal, "HH&A: How Leaders Learn From Failure," Sep-Oct: 17-22.

Forney, Nathan A., "Rommel in the Boardroom," Jul-Aug: 37-42.

Fox, Harold W., David R. Rink, and Dianne M. Roden, "Financial Management and Planning with the Product Life Cycle Concept," Sep-Oct: 65-72.

Gannon, Martin J., Patrick C. Flood, and Jaap Pauwe, "Managing Human Resources in the Third Era: Economic Perspectives," May-June: 41-47.

Geisler, Eliezer, "Harnessing the Value of Experience in the Knowledge-Driven Firm," May-June: 18-26.

Gerwin, Donald, "Team Empowerment in New Product Development," Jul-Aug: 29-36.

Grant, C. Terry, and Conrad S. Ciccotello, "Corporate Governance and Shareholder Patience," Nov-Dec: 29-36.

Grant, C. Terry, and Conrad S. Ciccotello, "LLCs and LLPs: Organizing to Deliver Professional Services," Mar-Apr: 85-91.

Griffith, David A., and Matthew B. Myers, "Strategies for Combating Gray Market Activity," Nov-Dec: 2-8.

Griffith, David A., and Jonathan W. Palmer, "Leveraging the Web for Corporate Success," Jan-Feb: 3-10.

Guilding, Chris, and Karen S. Cravens, "Strategic Brand Valuation: A Cross-Functional Perspective," Jul-Aug: 53-62.

Hámori, Balázs, "Dog Strategies in the Transition Economies," Sep-Oct: 47-54.

Harris, Carolyn R., and David R. McMillan, "Y2K: The Impact on Small Businesses," May-June: 77-82.

Heitger, Les, and Pekin Ogan, "Alphabet Soup: Good for You or an Indigestible Stew?" Mar-Apr: 61-68.

Hemphill, Thomas A., "Corporate Governance, Strategic Philanthropy, and Public Policy," May-June: 57-62.

Hillison, William, Carl Pacini, and David Sinason, "Is the Litigation Storm Ending for the Embattled Accounting Profession?" Mar-Apr: 3-7.

Hirakubo, Nakato, "The End of Lifetime Employment in Japan," Nov-Dec: 41-46.

Hopkins, H. Donald, "Using History for Strategic Problem-Solving: The Harley-Davidson Effect," Mar-Apr: 52-60.

Huszty, Anna Salamonné, and György Bögel, "Transition to Market Economy as Inflection Point: Can Strategy Help?" Jul-Aug: 7-13.

Imberman, Woodruff, "The American Quest for Quality," Sep-Oct: 11-16.

Jackson, Donald W., Jr., and Earl Naumann, "One More Time: How Do You Satisfy Customers?" May-June: 71-76.

Jens, William G., Jr., and Paul E. Dascher, "Family Business Succession Planning," Sep-Oct: 2-4.

Johnson, Bruce, Walter W. Woolfolk, and Peter Ligezinski, "Counterintuitive Management of Information Technology," Mar-Apr: 29-36.

Kahn, Kenneth B., John T. Mentzer, and Carol C. Bienstock, "Benchmarking Sales Forecasting Management," May-June: 48-56.

Kavan, C. Bruce, Carol Stoak Saunders, and Reed E. Nelson, "virtual@virtual.org," Sep-Oct: 73-82.

Kezman, Scott W., R. Bruce McAfee, and Diana L. Deadrick, "Workplace Harassment: Employees vs. Customers," Mar-Apr: 79-84.

Krandsdorff, Arnold, and Russell Williams, "Swing Doors and Musical Chairs," May-June: 27-32.

Lee, Jenny S.Y., "Organizational Learning in China," Jan-Feb: 37-44.

Li, Zhan G., and Diana E. Eadington, "Marketing Agricultural Products to China," Mar-Apr: 45-51.

Ligezinski, Peter, Bruce Johnson, and Walter W. Woolfolk, "Counterintuitive Management of Information Technology," Mar-Apr: 29-36.

Martinez, Joan, Jack L. Simonetti, and Sonny Ariss, "Through the Top with Mentoring," Nov-Dec: 56-62.

Maurer, Steven D., Michael T. Zugelder, and Paul Champagne, "Dangerous Directives? Liability and the Unstable Worker," Jan-Feb: 45-54.

McAfee, R. Bruce, Diana L. Deadrick, and Scott W. Kezman, "Workplace Harassment: Employees vs. Customers," Mar-Apr: 79-84.

McCray, John P., Lance Eliot Brouthers, and Timothy J. Wilkinson, "Maquiladoras: Entrepreneurial Experimentation to Global Competitiveness," Mar-Apr: 37-44.

McDermott, Christopher, and Kenneth K. Boyer, "Strategic Consensus: Marching to the Beat of a Different Drummer?" Jul-Aug: 21-28.

McIntyre, Edward V. "Accounting Choices and EVA," Jan-Feb: 66-72.

McMillan, David R., and Carolyn R. Harris, "Y2K: The Impact on Small Businesses," May-June: 77-82.

Meek, Christopher B., "Ganbatte: Understanding the Japanese Employee," Jan-Feb: 27-36.

Mehta, Rajiv, Ralph E. Anderson, and Alan J. Dubinsky, "Sales Managers: Marketing's Best Example of the Peter Principle?" Jan-Feb: 19-26.

Mentzer, John T., Carol C. Bienstock, and Kenneth B. Kahn, "Benchmarking Sales Forecasting Management," May-June: 48-56.

Meyer, Peter, "The Opportunity Database: Funding New Markets from Existing Businesses" (*On the Horizon*), Nov-Dec: 37-40.

Miller, Danny, and John O. Whitney, "Beyond Strategy: Configuration as a Pillar of Competitive Advantage," May-June: 5-17.

Moore, Jo Ellen, and Lisa A. Burke, "Contemporary Satire of Corporate Managers: Time to Cut the Boss Some Slack?" Jul-Aug: 63-67.

Motwani, Jaideep, Rajesh Nellore, Klas Söderquist, and Gary Siddall, "Specifications—Do We Really Understand What They Mean?" Nov-Dec: 63-69.

Moulton, Harper W., "Arthur Yeung" (*Profiles in Executive Education*), Sep-Oct: 83-85.

Munson, Charles L., Meir J. Rosenblatt, and Zehava Rosenblatt, "The Use and Abuse of Power in Supply Chains," Jan-Feb: 55-65.

Myers, Matthew B., and David A. Griffith, "Strategies for Combating Gray Market Activity," Nov-Dec: 2-8.

Naumann, Earl, and Donald W. Jackson, Jr., "One More Time: How Do You Satisfy Customers?" May-June: 71-76.

Nellore, Rajesh, Klas Söderquist, Gary Siddall, and Jaideep Motwani, "Specifications—Do We Really Understand What They Mean?" Nov-Dec: 63-69.

Nelson, Reed E., C. Bruce Kavan, and Carol Stoak Saunders, "virtual@virtual.org," Sep-Oct: 73-82.

Newstrom, John, and Robert Ford, "Dues-Paying: Managing the Costs of Recognition," Jul-Aug: 14-20.

Noble, Charles H., "Building the Strategy Implementation Network," Nov-Dec: 19-28.

Nordahl, Claes, Carl F. Fey, and Heike Zätterström, "Organizational Culture in Russia: The Secret to Success," Nov-Dec: 47-55.

Ogan, Pekin, and Les Heitger, "Alphabet Soup: Good for You or an Indigestible Stew?" Mar-Apr: 61-68.

Paauwe, Jaap, Martin J. Gannon, and Patrick C. Flood, "Managing Human Resources in the Third Era: Economic Perspectives," May-June: 41-47.

Pacini, Carl, William Hillison, and David Sinason, "Is the Litigation Storm Ending for the Embattled Accounting Profession?" Mar-Apr: 3-7.

Palmer, Jonathan W., and David A. Griffith, "Leveraging the Web for Corporate Success," Jan-Feb: 3-10.

Pitt, Leyland, Pierre Berthon, and Jean-Paul Berthon, "Changing Channels: The Impact of the Internet on Distribution Strategy," Mar-Apr: 19-28.

Pitt, Leyland, Pierre Berthon, and Richard Watson, "Cyberservice: Taming Service Marketing Problems with the World Wide Web," Jan-Feb: 11-18.

Rink, David R., Dianne M. Roden, and Harold W. Fox, "Financial Management and Planning with the Product Life Cycle Concept," Sep-Oct: 65-72.

Roden, Dianne M., David R. Rink, and Harold W. Fox, "Financial Management and Planning with the Product Life Cycle Concept," Sep-Oct: 65-72.

Rosenblatt, Zehava, Charles L. Munson, and Meir J. Rosenblatt, "The Use and Abuse of Power in Supply Chains," Jan-Feb: 55-65.

Rosenblatt, Meir J., Charles L. Munson, and Zehava Rosenblatt, "The Use and Abuse of Power in Supply Chains," Jan-Feb: 55-65.

Saunders, Carol Stoak, C. Bruce Kavan, and Reed E. Nelson, "virtual@virtual.org," Sep-Oct: 73-82.

Siddall, Gary, Rajesh Nellore, Klas Söderquist, and Jaideep Motwani, "Specifications—Do We Really Understand What They Mean?" Nov-Dec: 63-69.

Simonetti, Jack L., Sonny Ariss, and Joan Martinez, "Through the Top with Mentoring," Nov-Dec: 56-62.

Sinason, David, Carl Pacini, and William Hillison, "Is the Litigation Storm Ending for the Embattled Accounting Profession?" Mar-Apr: 3-7.

Söderquist, Klas, Rajesh Nellore, Gary Siddall, and Jaideep Motwani, "Specifications—Do We Really Understand What They Mean?" Nov-Dec: 63-69.

Sussman, Lyle, "How to Frame a Message: The Art of Persuasion and Negotiation," Jul-Aug: 2-6.

Watson, Richard T., Leyland Pitt, and Pierre Berthon, "Cyberservice: Taming Service Marketing Problems with the World Wide Web," Jan-Feb: 11-18.

Weigand, Robert E., "Yield Management: Filling Buckets, Papering the House," Sep-Oct: 55-64.

Werther, William B., Jr., "Structure-Driven Strategy and Virtual Organization Design," Mar-Apr: 13-18.

Whitney, John O., and Danny Miller, "Beyond Strategy: Configuration as a Pillar of Competitive Advantage," May-June: 5-17.

Wilke, Ricky, and Judith Lynne Zaichkowsky, "Brand Imitation and Its Effects on Innovation, Competition, and Brand Equity," Nov-Dec: 9-18.

Wilkinson, Timothy J., Lance Eliot Brouthers, and John P. McCray, "Maquiladoras: Entrepreneurial Experimentation to Global Competitiveness," Mar-Apr: 37-44.

Williams, Russell, and Arnold Kransdorff, "Swing Doors and Musical Chairs," May-June: 27-32.

Woolfolk, Walter W., Bruce Johnson, and Peter Ligzinski, "Counterintuitive Management of Information Technology," Mar-Apr: 29-36.

Zaichkowsky, Judith Lynne, and Ricky Wilke, "Brand Imitation and Its Effects on Innovation, Competition, and Brand Equity," Nov-Dec: 9-18.

Zätterström, Heike, Carl F. Fey, and Claes Nordahl, "Organizational Culture in Russia: The Secret to Success," Nov-Dec: 47-55.

Zugelder, Michael T., Steven D. Maurer, and Paul Champagne, "Dangerous Directives? Liability and the Unstable Worker," Jan-Feb: 45-54.

